

# ANDREW BRAUN

STORE PLANNING | DESIGN | CONSTRUCTION | PROJECT MANAGEMENT

## PROFILE

I have built expertise executing environments for some of the best-known brands in the world. In my latest role, I was responsible for store planning, design, and construction for Lacoste, one of the most iconic brands on the planet. Before this, I lead a team of project managers and technical designers for Ganter Interior, a global market leader in high-end millwork production. I have spent most of my career at Hugo Boss, the German fashion powerhouse, where I implemented hundreds of projects worth millions of dollars in various sizes and complexity across all business fields.

## EXPERIENCE

**LACOSTE USA** | New York, August 2018 - June 2021  
Project Director of Architecture and Store Design

Responsible for all aspects of store planning, design, and construction of full-price specialty boutiques, outlets, and wholesale shops. My millstone achievements include:

- Organized and restructured workload achieving a more efficient project development process with clear team responsibility.
- Introduced facilities maintenance strategic budgeting process and created efficiencies to resolve location issues in less time.
- Introduced project management systems that streamlined internal/external communication and created real-time project visibility for all stakeholders.
- 2019: Planned and executed a \$10.0m store development budget and delivered all projects approximately 4% under budget
- Procured new millwork suppliers saving approximately 25% and reduced the entire schedule by three weeks.
- Restructured the storefront development/sequencing achieving approximately 50% savings
- 2021/21: Successfully planned and executed the brand's global experimental flagship in New York, which opened ahead of schedule and about 17% under budget


**GANTER INTERIOR** | New York, 2016 - 2018  
Head of Project Management and Key Accounts

Core responsibilities included leading the New York team in Project Management and new business development.

- Led the group's first full-service pop-up shops worth \$1.2m
- Secured more than \$4.0m in new business and expanded client base with more than ten new clients - the highest achievement in company history in the US market.

## CONTACT

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## SKILLS

Location feasibility study

Lease review

Schematic plan creation

Schedule & budget creation

Web-based project management

Strategy & execution

Renovation & phased construction planning

Value engineering  
Procurement

Concept development

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**HUGO BOSS AMERICAS** | Savannah and New York, 2006 - 2016  
Director of Store Planning

From initial feasibility study until opening, I was responsible for all phases of store planning in every business channel in North America and key city locations throughout Mexico and Brazil.

- Scaled the department to manage over 100 projects with an estimated budget of \$30.0m
- Developed a secondary market design reducing overall costs by over 17%
- Created the brand's outlet concept for the Americas and rolled this out into the region. Through value engineering, we achieved prices lower than the global benchmarks.
- Generated high-quality construction drawings creating a more efficient bidding/permitting process and reduced change orders
- Appointed the brand's first lighting designers for the Americas and executed the first store with 100% LED lights in the US
- Introduced web-based project management software as a regional/global collaboration platform
- Designed and implemented the brand's 70,000 square foot corporate offices

**HUGO BOSS Fashions, Inc.** | New York, 2004 - 2006  
Director of Store Planning and Real Estate

- Responsible for all aspects of store development, including budget planning, real estate, store planning, design, and construction.
- Led cross-functional collaboration to ensure new locations and square footage were on brand and aligned with business requirements.
- Analyzed global store design concepts to ensure capacities and product zoning yield success for the US market and comply with local building codes, rules, and regulations.

**HUGO BOSS Fashions, Inc.** | Los Angeles and New York, 1998 - 2003  
Visual Merchandising and Store Planning Manager

- Initially recruited to oversee visual merchandising for the west coast region, where I developed and implemented new merchandising guidelines.
- Promoted and relocated to New York with the increased responsibility of the US.
- Transitioned to store planning, where I was responsible for the national franchise expansion. I was the primary connection between internal stakeholders, the design team in Germany, external franchise partners, and local architects.

## AWARDS

VM&SD Retail Renovation  
North Michigan Avenue  
Chicago, IL

VM&SD the Venetian Hotel &  
Casino Las Vegas, NV

VM&SD Excellence in Visual  
Merchandising & Store  
Design, Columbus Circle  
Flagship New York, NY

## EDUCATION

Broward College:  
Fort Lauderdale, FL.  
Architecture with related  
studies in set design

McFatter School: Davie, FL.  
Commercial Art